

## ORDER



**Orders**  
**Order / Rev:** 48835  
**Alt Order #:** 9788556 /Brad  
**Product Desc:** TOM SMITH FOR SENATE  
**Estimate:** 196  
**Flight Dates:** 08/14/12 - 08/20/12  
**Original Date / Rev:** 08/13/12 / 08/13/12  
**Order Type:** GENERAL

**WHP-TV CBS21**

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency**  
**Name:** SRCP Media  
**Buying Contact:**  
**Billing Contact:**  
 201 North Union Street Suite 200  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Smith/R/Senate  
**Demographic:** A35+  
**Product Codes:** US Senate  
**Priority:** P-2  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	35	\$11,800.00	\$10,030.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	35	\$11,800.00	\$10,030.00	109.50
<b>Totals</b>	<b>35</b>	<b>\$11,800.00</b>	<b>\$10,030.00</b>	<b>109.50</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WHP-TV CBS21	18%	\$11,800.00
Market	100%	\$65,555.56

**Competitive Share**

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	58%	\$38,022.22
WHTM	24%	\$15,733.33
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	08/14/12	08/20/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	MTWTF--	:30	1	\$175.00	P-2	1.60	NM	1	\$175.00
N 2	WHP	08/14/12	08/20/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	MTWTF--	:30	5	\$175.00	P-2	1.70	NM	5	\$875.00
N 3	WHP	08/14/12	08/20/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$200.00	P-2	1.70	NM	5	\$1,000.00
N 4	WHP	08/14/12	08/20/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$550.00	P-2	4.80	NM	5	\$2,750.00
N 5	WHP	08/14/12	08/20/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,000.00	P-2	5.60	NM	1	\$1,000.00
N 6	WHP	08/14/12	08/20/12		CM	730p-8p	MTWTF--	:30	5	\$675.00	P-2	6.50	NM	5	\$3,375.00

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WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				M-F 730p-8p M-F 730p-8p										
N 7	WHP	08/14/12	08/20/12	Wed Reg 2 Wed 9p-10p	CM	9p-10p	--W----	:30	1	\$875.00	P-2	8.10 NM	1	\$875.00
N 8	WHP	08/14/12	08/20/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	5	\$200.00	P-2	2.30 NM	5	\$1,000.00
N 9	WHP	08/14/12	08/20/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	-----SS	:30	2	\$125.00	P-2	1.60 NM	2	\$250.00
N 10	WHP	08/14/12	08/20/12	Letterman Letterman	CM	1135p-1235a	MTWTF--	:30	5	\$100.00	P-2	1.20 NM	5	\$500.00
												Totals	35	\$11,800.00